

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT LONDON, INC.

Ad No. 7065-D4-TURNING BACK-Req. No. 12313-Page-4/C-Bleed-(5-7/8" x 9-1/4")-Theater Program, 1989  
Printed in U.S.A.  
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A cowboy in a white shirt and vest, holding a lasso, is riding a bucking horse. The horse is rearing up, kicking up dust. The background is a clear blue sky. The Marlboro logo is in the top left corner, and the word "Marlboro" is in large white letters across the top. At the bottom, there is a white box with the Surgeon General's warning and nicotine/tar information.

**Marlboro**

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

16 mg "tar," 1.0 mg nicotine av.  
per cigarette. FTC Report Feb. 85



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